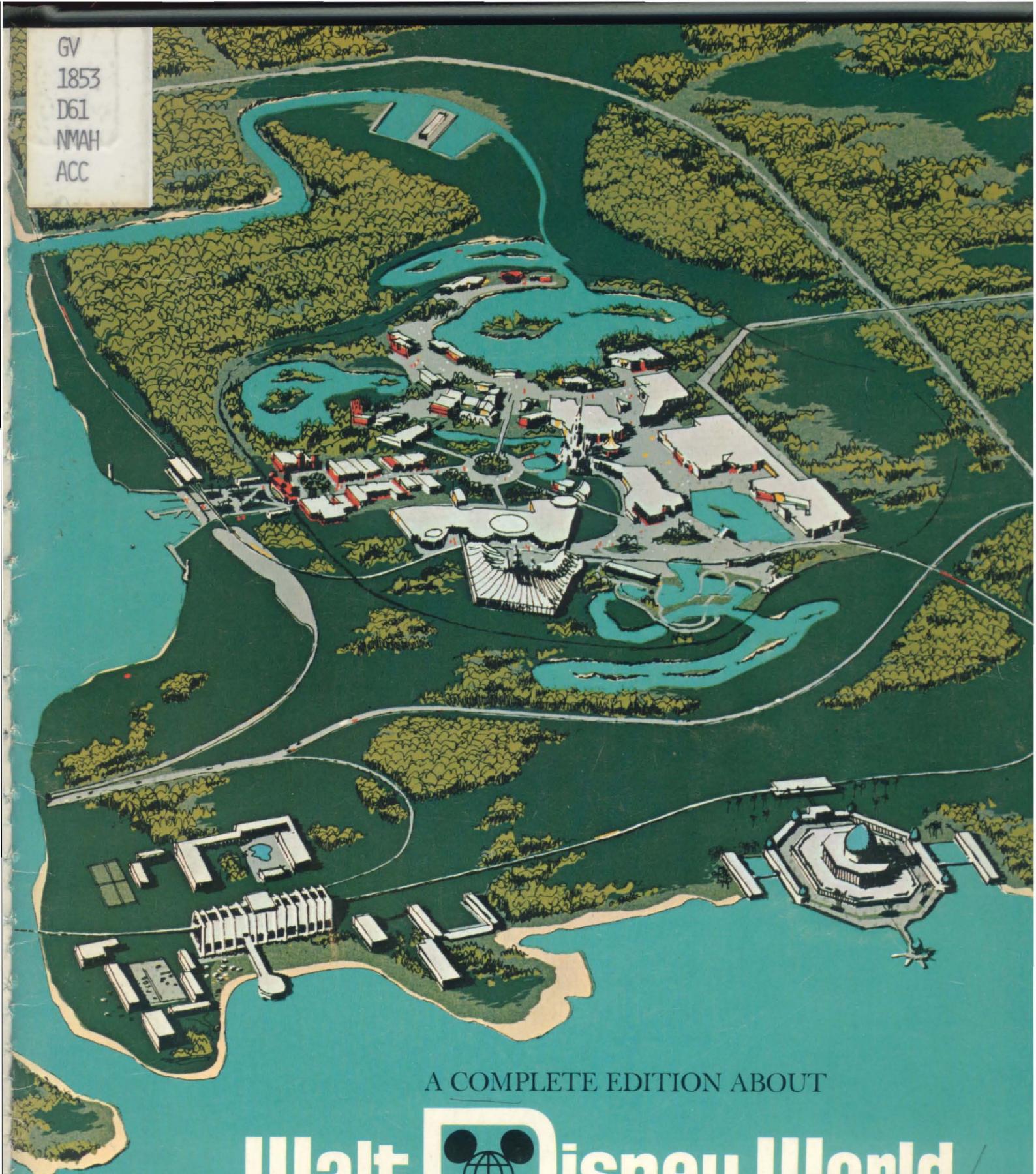


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A COMPLETE EDITION ABOUT

Walt Disney World

"The Vacation Kingdom of the World"

*A message
from
Roy Disney*



It is with a feeling of great satisfaction that we announce the Destination Vacation Resort which will comprise Phase One of Walt Disney World.

The many attractions and facilities described in this magazine represent our master plan for the first phase of this development—in other words, those facilities to be constructed before and during the first five years of operation.

During more than three years of planning and preparation, we have taken positive steps to establish a solid, creative foundation for Walt Disney World. The enthusiasm expressed for our concept by American industry and the cooperation given to the Disney organization by all levels of government in Florida have been important factors in this effort.

The agreements which our company has reached with U. S. Steel and RCA are but the first examples of industry participation to be announced for Walt Disney World. The research carried out and the experience gained in the construction and operation of Phase One will provide immense knowledge for our organization as it assumes the challenge of creating the Experimental Prototype Community of Tomorrow in future years.

The task before us will require all of the talent and experience Walt brought to our company over the years. Nevertheless, I sincerely believe that our organization represents the most highly creative, experienced and talented reservoir of personnel ever assigned to the development of an outdoor recreation attraction.

The construction of Walt Disney World presents an immense challenge. However, under a policy of prudent management and orderly development I am convinced that we can bring to reality the greatest dream of Walt Disney's life.

Roy D. Disney.

PN 1998

A complete edition about
Walt Disney World

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Walt Disney World is now coming true

Almost at the very center of America's number one tourist state, Walt Disney Productions has embarked upon a project so vast in scope that from its very beginnings, it has been called "a whole new Disney World."

The location is 15 miles southwest of Orlando. Its strategic importance is underscored by a number of important facts.

First, Florida is already America's foremost tourist destination. During 1968, more than 21 million tourists visited Florida, a volume 2.8 times as great as Southern California enjoys. It is estimated that this Florida market will reach 27 million visitors during the first year of Walt Disney World's operation.

Second, more than 50% of Florida's visitors come from the nine highly urbanized states of the northeast—New York, Ohio, Michigan, Illinois, Pennsylvania, New Jersey, Indiana, Massachusetts and Connecticut, in order.

Third, 80% of Florida's visitors arrive by automobile. This is particularly important because Walt Disney World is located at the crossing point of Florida's major highways carrying motorists east and west and north and south through the center of the "Sunshine State."

In California, Disneyland park has long been the nation's most popular man-made tourist attraction. In 1968, for the seventh consecutive year, Disneyland's attendance exceeded the previous year's record, totaling 9.4 million visitors. (By way of comparison, only six of our 50 states have more than nine million residents. Disneyland's attendance for 1968 exceeded the total individual populations of 44 states.)

Today, with the vacation-recreation industry one of America's fastest growing, the foundation for Walt Disney World is simple and sound: it is rooted both in an extensive analysis of this ex-



...panding tourist market, and in the unique experience and success of California's Disneyland.

At the crossroads of America's number one vacation state, the builders of America's most popular tourist destination are now creating the first phase of "Project Florida."

Walt Disney World is now coming true.

27,000 ACRES: Key to Master Plan is "The Blessing of Size"

"There's enough land here to hold all the ideas and plans we can possibly imagine," Walt Disney said about the land acquired for Walt Disney World. And in the Master Plan for these 43 square miles, developed in concert with the designers, architects and engineers of WED Enterprises, Walt Disney incorporated the ideas and philosophies of a lifetime.

Walt Disney World is dedicated not only to how people play, but also to how they live and how they will work.

In land area, Walt Disney World encompasses approximately 27,000 acres—an area twice the size of Manhattan Island, and about the same as the city of San Francisco.

Because of its size and scope, the Master Plan for Walt Disney World will take many years to complete. At its ultimate development, it is planned to include:

- a complete "vacationland" encompassing theme resort hotels, motor inns and camp site accommodations, and

featuring a wide variety of land and water recreation facilities;

- within this Vacation Kingdom, a family theme park similar to Disneyland in California;

- an entrance and reception complex to receive and welcome all guests;

- an "airport of the future," offering service to private and executive aircraft as well as commercial "commuter" service;

- an industrial park designed to showcase American industry at work;

- a transportation system carrying guests from place to place, linking the many attractions of Walt Disney World;

- and an Experimental Prototype Community of Tomorrow (EPCOT) where, as Walt Disney said, "People actually live a life they can't find anywhere else in the world today."

The enormous complexities of building an entire city—especially one conceived as a "blueprint of the future" and a perpetual showcase for American free enterprise—will require the cooperation of major American industry and considerable research and development before it is undertaken as part of the "second phase" of Walt Disney World.

However, many of America's major corporations have already expressed enthusiasm and interest in the concept. A number have assigned "task forces" to work with WED Enterprises in the determination and development of systems and materials that can be applied not only in EPCOT, but in the vacation, recreation and entertainment areas of Walt Disney World.

Agreements have already been reached with United States Steel in the area of hotel construction, and RCA for an advanced electronic information-communications system. Both involve participation in Walt Disney World from the beginning of its construction and development.

"Phase One" of Walt Disney World—the entertainment-vacation complex—will open in October, 1971. It is this initial phase in the master planning and physical development of Walt Disney World that the staff of WED Enterprises, and consultant firms of international stature, are now creating.



PHASE ONE: Walt Disney World creating new concept for "Destination Resorts" in central Florida

A completely new kind of vacation experience will be offered to Florida visitors and residents alike when Walt Disney World opens in October, 1971.

Conceived as a destination resort for the traveling vacationer, "Phase One" of Walt Disney World's development will be built around a proven success — a "theme park" that will include many unique attractions of its own, as well as some of the most popular features of California's Disneyland.

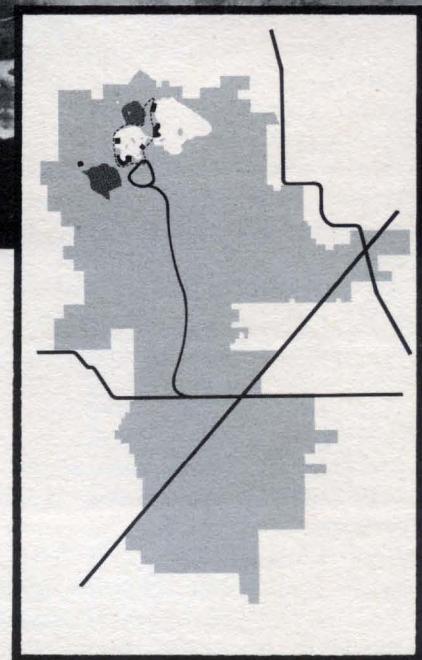
In this complete vacationland, the new "Magic Kingdom" theme park will be just *one of many* entertainment and recreation attractions. In Walt Disney World, guests will not only *play*, but will also *stay* in a "Vacation Kingdom" that caters to the needs of visitors who stop here for only a day... and guests who stay for a week or more and use Walt Disney World as headquarters for their vacation in central Florida.

A major contrast to California's Disneyland will be the inter-relationship between the theme park and the nearby hotels. Both will become part of the same "world" of entertainment and recreation activities. A transportation network — monorail, water craft and land vehicles — will link the hotels to the entertainment magnet, the new "Magic Kingdom" theme park.

The hotel "theme resorts"—so called because each is being planned around a single theme that represents a culture or architectural style around the world — will offer far more than simply convenience of location to the new "Magic Kingdom" and its attractions. In design motif, food specialties, recreation activities, convention facilities and even the type of entertainment to be presented, these major hotels will complement each other and the attractions of the theme park.

Guests visiting Walt Disney World will leave their automobiles either at a day-visitor parking center (located nearly one mile from the theme park entrance) or at their hotel, in the case of vacationers staying in one of the theme resorts.

From the parking center or their hotel, visitors will travel to the new theme park primarily by means of the elevated Walt Disney World-Alweg Monorail trains. By interconnecting the major areas, attractions and accommodations of the Vacation Kingdom, the monorail serves a dual purpose. First, it provides a means of access to the theme park and hotels. Second, it will be an attraction in itself—an excursion-tour introducing all the adventures awaiting the visitor in Walt Disney World.



The designers and planners of WED Enterprises, the Disney architectural and engineering subsidiary where California's Disneyland was designed, have conceived a "Vacation Kingdom" oriented to land and water recreation and entertainment.

On the land, in addition to the family adventures of the new "Magic Kingdom" theme park, plans are being developed for 18-hole championship golf courses, stables and bridle trails, nature tours that take advantage of the pristine beauty of the property's wilderness areas, and a full complement of recreation activities including swimming, tennis, archery, bicycling and camping. The hotels will offer nightclub entertainment and dancing, and nearby, there will be theatres presenting motion pictures and stage shows.

On the water, the natural sports potential of Bay Lake and the area surrounding it is being expanded and

READY FOR CONSTRUCTION: Site of vacation destination resort has been cleared and contoured. It covers about 2,500 acres of Walt Disney World's 27,000 acres.



extended into a three-mile pleasure waterway dotted with natural and man-made islands. In its new form, the waterway will become the focus of water spectacles and sports, while at the same time retaining its often spectacular beauty.

In addition to boating, sailing, water skiing, fishing and other water sports, the lake and lagoon have already been lined with broad, sandy beaches for sunning and swimming. The waters of the lake and lagoon will be kept crystal clear, for the enjoyment of water sports enthusiasts.

In concept, Phase One of Walt Disney World is being designed as a complete family "Vacation Kingdom"... a place of *entertainment*, crowned by a new theme park similar to Disneyland... a place of *recreation*, where land and water sports abound... and a place of *relaxation*, catering to the needs not only of the guest who comes for the day, but planned and oriented around activities for those who stay here for part or all of their family vacation.

FIRST FIVE YEARS: Tatum says Vacation Kingdom is "a giant step forward"

The announcement of plans and start of construction for Phase One represents "a giant step forward toward realization of Walt Disney World," according to Donn B. Tatum, President of Walt Disney Productions.

The plan for Phase One calls for development of the destination-vacation resort over a five-year period during which time the new Disneyland-style theme park will be created, five hotels are planned, and a wide variety of recreation and entertainment attractions will be offered to guests who come to spend their family vacation headquartered at Walt Disney World.

"Our five year program of development is very similar to the way California's Disneyland grew," Tatum recalled. "When Walt Disney said on opening day that 'Disneyland will never be completed,' he was really embarking on a long-term program of additions and development. That's what we are beginning here — a long term program of growth in which the Phase One vacation complex represents the first five years."

In the first year of operation, Walt Disney World will present far more in entertainment and attractions than did California's Disneyland in its early years.

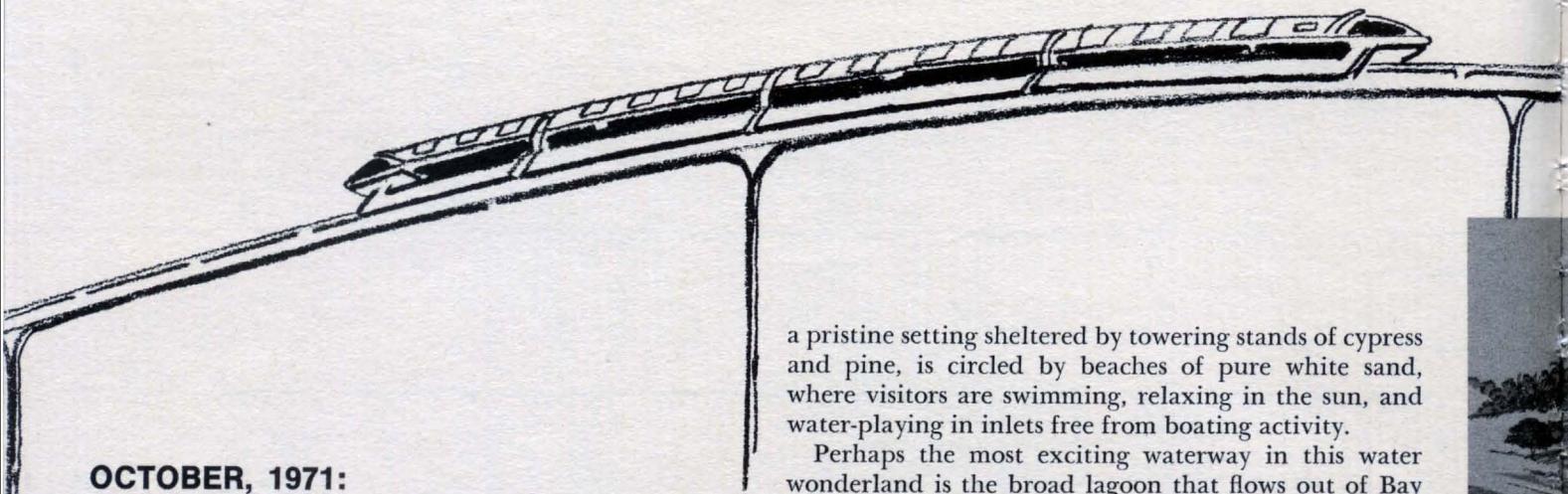
"In Florida, we have the whole vacationland area to work in," Tatum said.

"There will be entertainment and recreation activities on the lake, the lagoon, the islands, and at each of the hotels. And the theme park itself will offer many more attractions than the 17 we started with at Disneyland in 1955."

Walt Disney World is already planning its future growth, Tatum said. "WED Enterprises and the Welton Becket organization have already developed the basic themes and plans for five major hotels. In conjunction with United States Steel, we will open two resort hotels in the first year — the Contemporary-theme and the Polynesian-style. The others will be ready to meet the demands of our audience as experience dictates.

"We will present an exciting show throughout the Vacation Kingdom in our first year of operation," Tatum emphasized. "It will be a unique show, in that all attractions — the theme park adventures, recreation activities, hotel entertainment, golfing, convention facilities and transportation — will be operated by one management, Walt Disney World Co.

"In effect," Tatum concluded, "everything will be 'under one roof.' We believe this is a new and very unusual concept, just as Disneyland park was 14 years ago when it revolutionized the field of outdoor entertainment."



OCTOBER, 1971:

A Visit to Walt Disney World

(Editor's Note: When visitors arrive late in 1971, they'll enter the Walt Disney World property about a mile from the Interstate 4 - State Road 530 intersection. For the next five miles, guests will travel along a scenic boulevard, moving north to the Vacation Kingdom's main entrance information and parking center. From that point, this is what a first time visitor might see in his first look at Walt Disney World.)

Enter Walt Disney World and leave the world of today behind. Your visit really begins aboard a monorail train, departing from the main entrance station a mile or so distant from the new "Magic Kingdom" theme park.

In moments, your Walt Disney World-Alweg Monorail is riding over a scenic "highway in the sky," and you are looking across a vast "Vacation Kingdom" - 2,500 acres of resort and recreation land, stretching nearly three miles from east to west, and almost two miles from north to south.

At the visual center of this vacationland stands the new "Magic Kingdom" theme park. Surrounding it, strung out like separate jewels on a necklace, are the major "theme resorts" of Walt Disney World. Although each is distinct in the architectural and cultural concept it represents, the resort hotels are interlaced by a network of land and water transportation systems. In Walt Disney World, distant Asia and the island world of Polynesia are but minutes apart.

Your monorail train is a window onto this world. As you travel along toward the entrance to the theme park, you are introduced to the international theme resorts . . . and to all the recreation activities of this Vacation Kingdom. Thus the monorail serves a dual purpose in Walt Disney World - first as a means of access to both the theme park and the hotels . . . and second as an excursion-tour, introducing all the adventures awaiting the vacationer staying in this new destination resort.

Rich in water, Walt Disney World has harnessed the beauty of its natural environment for sport, and for entertainment. From your seat aboard the Walt Disney World-Alweg Monorail, you can see the boating, sailing and water skiing activities on scenic Bay Lake. The lake,

a pristine setting sheltered by towering stands of cypress and pine, is circled by beaches of pure white sand, where visitors are swimming, relaxing in the sun, and water-playing in inlets free from boating activity.

Perhaps the most exciting waterway in this water wonderland is the broad lagoon that flows out of Bay Lake. Here a curving channel a quarter of a mile wide has been carved, separating the theme park and the theme resorts, and over this lagoon all manner of river-boats are traveling.

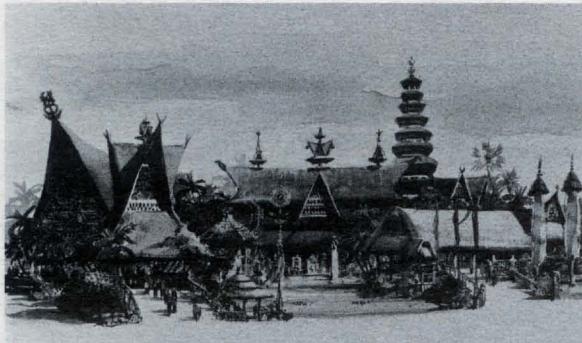
Today is a typical day in the Vacation Kingdom. Guests in sailboats have set out on the breeze from the Polynesian-style hotel. Power boats are hauling water skiers, and side-wheelers, launches and colorful excursion steamers are transporting guests between the theme park and their hotels. When the sun sets, these steamers will continue to travel up and down stream, carrying guests on the popular evening pleasure excursions.

Tonight is also a special occasion in the Vacation Kingdom - the annual Dixieland show, one of many special events in Walt Disney World. On these evenings, the lagoon and lake become a matchless "stage" for water extravaganzas...a three-mile long "parade route" that passes within hailing and viewing distance of all the major hotels.

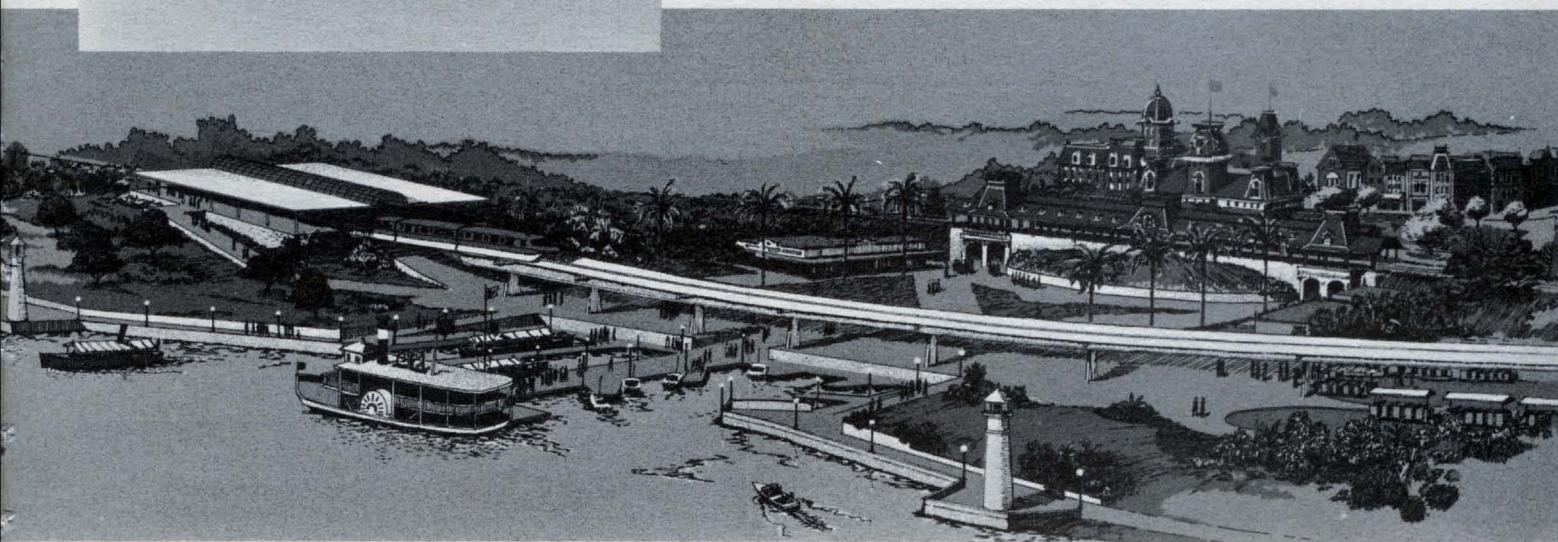
Although there is a natural emphasis on aquatic-oriented sports, you can see from your monorail train that recreation on land is just as plentiful in Walt Disney World. Championship golf courses challenge the amateur and professional. There are three-par courses and putting greens at the hotels, and miniature golf for the youngsters. Tennis courts, archery ranges, and areas for shuffleboard and other light recreation are within walking distance of every guest.

Of more interest, perhaps, is the way man and nature have combined in Walt Disney World to create recreation activities. Bicycle and bridle trails lead from each hotel out around the golf courses and through scenic, wooded areas of the site. There are nature tours, and the more adventurous can camp out or join a lakeside barbecue or campfire sing at night. And "Blackbeard's Island," in the middle of the lake, is a young explorer's paradise.

This is the resort land that unfolds as you enter Phase One of Walt Disney World. Long before your monorail train arrives at the theme park entrance, your "window on the world" has revealed a land filled with vacation adventures . . . an area so rich in entertainment and recreation that it may truly be called, a whole new "Vacation Kingdom."



"MAGIC KINGDOM":
The Theme Park's
"new look" ranges from
exotic Adventureland
(left) to historic Con-
cord Bridge in Liberty
Square (right). Boats,
land vehicles and
monorail trains will
carry guests to the main
entrance (below).



"THE MAGIC KINGDOM": Theme Park to have unique new shows

Walt Disney World's "Magic Kingdom" theme park is being planned for an anticipated first-year attendance of eight million people. In size, and in its general shape, it will parallel the park that established a whole new concept in outdoor entertainment, California's Disneyland.

While some of the attractions in the new "Magic Kingdom" will be familiar to the 79 million people who have already visited Disneyland in California, many more will be unique to this new Disney theme park in Florida.

A major difference will be the first area viewed by guests—the theme park entrance. With guests arriving and departing by monorail trains, water craft and land vehicles, the entrance will be a bustling transportation center. Here all vehicles will come and go between the parking center, the theme park, and the theme resorts.

At the same time, just a few steps away guests will be departing for a grand circle tour around the Magic Kingdom aboard trains of the Walt Disney World railroad. They'll be old-

fashioned trains too, in keeping with the station's Grand Victorian design.

Inside the "Magic Kingdom," visitors will literally bridge time and theme when they step into its seven realms—Main Street, Adventureland, Frontierland, Fantasyland, Tomorrowland, Liberty Square and Holidayland.

Some of the new concepts now being created by WED Enterprises for the Walt Disney World "Magic Kingdom" are:

- *Thunder Mesa*, a spectacular panorama of the old west, where frontier times will live again through a series of exciting adventures. Designed to resemble a "table-top mountain" typical of those on southwestern deserts, it will include a pueblo-style village and several water and land attractions.

- *Space Mountain*, 20-stories tall, encompassing a number of adventures and attractions themed to the world of the future in Tomorrowland.

- *Liberty Square*, recreating America's past at the time of our nation's founding, where shops and stores will portray the way of life in colonial days.

In these areas and many more, visitors will be entertained in shows "brought to life" by the patented Disney "Audio-Animatronics" process of

three-dimensional entertainment. Among these attractions now in development at WED Enterprises are:

- *Country Bear Band* — a foot-stompin' country and western hoe-down starring on stage in Frontierland the zaniest troupe of bears ever assembled. They sing and swing and strum the guitars in the finest tradition of wild western musicals.

- *Mickey Mouse Musical Revue* — A spectacular (and nostalgic) visit with 60 of the famous characters from Walt Disney films down through the years. Mickey Mouse, Snow White and the Seven Dwarfs, the Three Caballeros and all the gang are on stage "in person" to sing the songs and play the music, from "Who's Afraid of the Big Bad Wolf" (*The Three Little Pigs*) to "Zip-A-Dee-Doo-Dah" (*Song of the South*).

- *Western River Expedition* — a musical parody of the wild old west in which boat-riding explorers come face-to-face with cowboys and Indians in a frontier fantasy, on the grand scale of Disneyland's "Pirates of the Caribbean."

- *One Nation Under God* — an inspiring dramatization about the American Constitution and the 37 presidents who have led this nation. In the finale, the chief executives appear together on



"MICKEY MOUSE REVUE": 60 Disney characters will perform on stage in Fantasyland show.



THEME PARK: Model shows the layout of the "Magic Kingdom" park and its seven "lands."

stage in the Hall of Presidents presentation.

Least defined of the major areas of the theme park at this time is Tomorrowland, where—as in California's Disneyland—many of America's foremost companies are expected to present shows and exhibits.

The "Magic Kingdom" theme park has been planned so that, as expansion takes place over the first five years, areas already open will not be effected by the park's growth.

Industry to sponsor Theme Park Attractions

In quality and quantity, the audience of California's Disneyland—which exceeded nine million people in 1968—has proven to be of major importance to American industry. The prevailing attitude of "fun" and active participation has made Disneyland a unique advertising medium.

The new "Magic Kingdom" theme park in Walt Disney World will provide a similar environment—a "com-

mon meeting ground" for the interests of both industry and the public, according to E. Cardon Walker, Executive Vice-president of Walt Disney Productions.

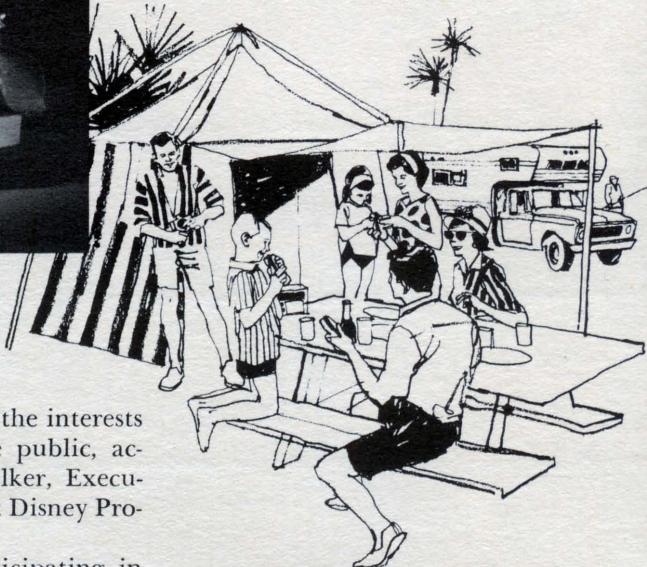
"Major companies participating in Walt Disney World will benefit in two ways," Walker said. "First, they'll have an opportunity to tell their story directly to more than eight million people visiting Walt Disney World—foreign visitors as well as American vacationers.

"Second there's the marketing potential of building advertising campaigns around the company's part in one of the country's most exciting new projects—Walt Disney World.

"Before and after opening," Walker continued, "this project will be the focus of great attention from the national and international media. The name alone—Walt Disney World—will become a recognizable and marketable symbol of family vacation fun."

Industry sponsorship in the theme park will vary from "presented by" identification on attractions such as the "Country Bear Band," to the creation of entire pavilions and shows in the Tomorrowland area.

"The pattern was set at Disneyland," Walker said, "where we now have 30 major companies participating as sponsors of shops, services and shows. When you consider the whole vacationland concept, and look down the road to our industrial park and EPCOT, you can see that Walt Disney World offers the national corporation many more opportunities to tie-in with an exciting, popular project."



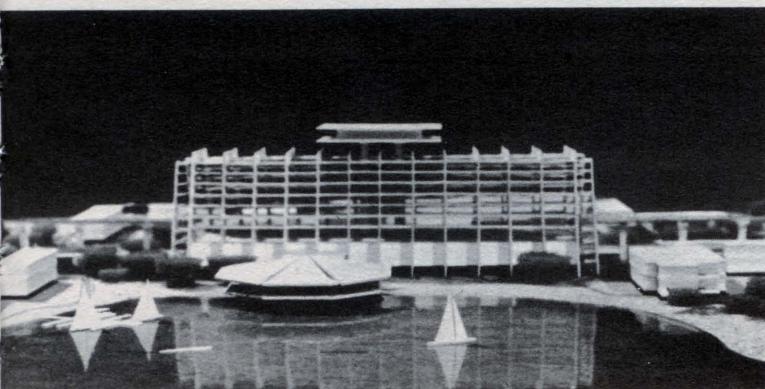
"THEME RESORTS": Five major hotels planned for vacationers in Walt Disney World

Five major hotels that symbolize the thematic concept of Walt Disney World are now being planned for development in Phase One, the first five years of the project's growth.

Conceived by WED Enterprises, the Disney design subsidiary, and Welton Becket & Associates, architects, the hotels will be complete attractions individually, each with its own recreation activities, entertainment, dining facilities and resort atmosphere. Additionally, guests in any hotel will be able to enjoy the facilities of all others and the attractions of the entire "Vacation Kingdom" during their stay.

The hotels are called "theme resorts" because everything from interior decor to employees' costumes and dining room menus will carry out an overall theme. Two hotels, the Contemporary-style and the Polynesian, will open in the first year. The Persian, Venetian and Asian theme resorts will follow later to meet the anticipated demand for accommodations.

With the broad appeal of its entertainment in mind, Walt Disney World will provide accommodations ranging



VACATION RESORT: All hotels in Walt Disney World will offer recreation almost at every guest's door. Model shows the water-orientation of the Contemporary-style hotel, while water sport on the adjacent lake is illustrated in this artist's sketch.



from luxurious suites to wooded campsites. A large campsite and recreational vehicle area will be located along the lakefront, offering direct access to beaches and recreation activities.

"Flagship" and major convention hotel in Walt Disney World will be the streamlined "Contemporary" theme resort. Its main building is a 10-story high rise, featuring a spectacular open-mall lobby longer than a football field, with an 80-foot high ceiling. Walt Disney World-Alweg Monorail trains on the way to the theme park and other hotels will travel directly through the lobby to the station located inside. Shops, boutiques, cafes and restaurants will ring the open mall.

The 750 guest rooms will offer views of either the theme park to the west, or the scenic lake on the east. In the plans are an elaborate health club, gymnasium and steam bath. A grand ballroom will seat 1,500 for banquets and 2,000 in theatre-style seating. An elegant dining room will look out over the entire area from the top of the hotel.

The atmosphere of Pacific Islands will be created in the graceful high-rise structure and two-story "out-buildings" of the 700-room Polynesian-style hotel. Entertainment, food and decor will carry out the islander theme and—with all of its rooms facing the water—guests will almost literally feel they have traveled to the far Pacific.

Like the other hotels, the Polynesian will provide a variety of recreation activities. Boating will be almost at the doorstep of many rooms, and the Vacation Kingdom golf courses will be lo-

cated close-by. A special highlight for many visitors will be the scuba-diving pool, where guests will be able to participate or watch through special underwater viewing ports for spectators.

The concepts for three additional hotels are already defined, but will be undertaken only after experience and visitor preferences are studied through the day-to-day operation of the Contemporary and Polynesian-style resorts.

The Asian hotel will be strongly Thai in its motif. A theme restaurant and cocktail lounge at the top of its 160-foot tower building will provide the setting for nighttime dancing and stage-show entertainment. Each of its 600-rooms, including 50 elegant suites in royal Thai decor, will look out on the lagoon or a central recreation area.

An enclosed small boat harbor and an intricate system of waterways will create the charm and atmosphere of the Italian city in the 500-room Venetian theme hotel. Travel by gondolas and other boats will carry out the theme, and there will be bridges crossing the water at various points. The style is reminiscent of St. Mark's Square, complete with a 120-foot campanile which will toll the time. The entire lobby will be glass-topped, creating a sunny atrium effect indoors.

Like an exotic far eastern palace, the Persian-style hotel will rise on the northwest shore of the lake. A huge dome will crown the central lobby, from which balconies will radiate to the 500 rooms. Dining facilities and swimming pools will be located on ter-

raced decks adjoining colorfully landscaped courtyards.

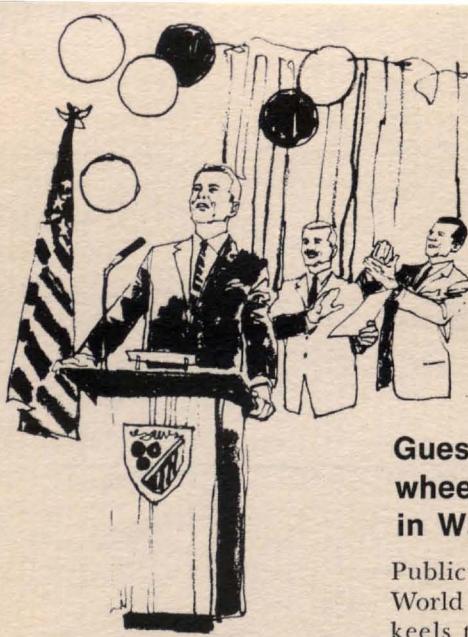
The hotels for Walt Disney World mark the second time WED Enterprises and Welton Becket & Associates have worked together. The friendship of company founders Walt Disney and Welton Becket brought them together in the design of buildings that housed Disney shows at the 1964-65 New York World's Fair.

The designs of Welton Becket & Associates have won the firm international respect and awards. The Becket organization drew the master plan for Century City in Los Angeles, and its design credits include the Gulf Life Insurance building in Jacksonville, the Xerox Building in New York City, and the Los Angeles Music Center. Its hotel concepts include the Nile Hilton, the Manila Hilton, the Intercontinental Hotel in Auckland, New Zealand, and the Southern Cross in Melbourne, Australia.

Hotels are designed for conventions too

A combination of entertainment and recreation, resort accommodations and meeting facilities will make Walt Disney World a unique destination point for conventions of national and international stature.

Each of the resort hotels planned around the lake and lagoon will contain elaborate facilities for large or small meetings. The Contemporary theme hotel will include a large ballroom with floor space of 15,600 square



Guests will ride by wheel and keel in Walt Disney World

Public transportation for Walt Disney World will abound with wheels and keels to keep the guests moving to wherever they wish to go—into, around and out of this vacation-destination complex.

The principal means of travel from the parking center and main entrance to and from the theme park and hotels will be aboard the Walt Disney World-Alweg Monorail trains. Current plans call for the building of six five-car trains, some to stop at every hotel on the way around the circuit, while others carry passengers non-stop directly to the "Magic Kingdom."

Double-deck busses and other land conveyances will back the monorail at peak hours, in the job of moving large numbers of visitors to the theme park.

On the water, there will be a pair of double-deck side-wheelers to cross the lagoon from the entrance area. They'll be driven by steam and patterned after river boats of a hundred years ago.

A steam-driven, open-deck excursion boat is also in the planning for Phase One, and steam will be the motive power for half a dozen launches or water taxis for use in the various activities on the lake and lagoon.

Inside the "Magic Kingdom," the transportation picture will be much like that at Disneyland, with a railroad running around the perimeter of the park, double-deck busses, old-style autos with fringed tops, horse-drawn streetcars, canal boats and the aerial Skyway listed among the modes of travel planned.

The steam trains are to be pulled by five old-time American locomotives recently discovered in Yucatan, Mexico. To permit a view of other sections of Walt Disney World, the trains will travel at ground level, and not atop the "berm" as at Disneyland. The modernistic Contemporary resort will be seen

feet, capable of seating 1,500 persons for dinner and 2,000 for meetings. It will include a hydraulically-powered stage that can be lowered to floor level. There will also be 10,000 square feet of exhibit space, and eight smaller meeting rooms. A large number of suites of various sizes are also contemplated as convention hospitality rooms.

Convention accommodations in the Polynesian resort include a banquet room seating 700 people, the main dining room overlooking the scuba-diving pool, and five smaller meeting rooms. There will also be a specialty restaurant on the top floor of the high-rise structure, serving unusual Polynesian dishes. It will offer a 360-degree view of the lake and lagoon, theme park and golf courses.

Of particular importance to conventions, the hotels will be connected by a closed-circuit television system, allowing for conventions to be held simultaneously in two or more locations. This unique communication network will keep all participants in contact with business proceedings, changes in meeting schedules and other data.

Pleasure and convention activities have thus been interwoven within a single vacation complex, an environment that offers the family or businessman a variety of activities to enjoy day and night—before, during and after business meetings.

Because of the anticipated demand for accommodations from the general public, Walt Disney World will initially accept convention reservations only during specific periods of the year. Large-scale business group accommodations will be limited to approximately six months of each year.

from Tomorrowland, for example, while the Polynesian-style hotel will be part of the background view in Adventureland.

The railroad will be narrow gauge, and the ancient engines—up to 60-some years of age—will be completely rebuilt for service in Walt Disney World.

The very old will thus become the very new again, puffing around the theme park, the lake and the lagoon to bring back the days of steam that Walt Disney loved so well.

Variety keynotes entertainment plans

At California's Disneyland, most events are planned and scheduled within the theme park. In contrast, the entertainment at Walt Disney World will not only include the traditional but will present a broad extension beyond the theme park, separate and unique to the resort hotels on the lagoon and lake adjacent to the "Magic Kingdom."

The resort hotels will be showcases in themselves, presenting entertainment consistent with the individual theme of each.

In addition to its theme-slanted activities, plans are for each hotel to present nightly entertainment spectaculairs to appeal to every taste, and both family and adult audiences. Top name popular, folk and rock groups will perform. A Dixieland cruise originating from one of the hotels will feature a southern fried chicken dinner and show. After-dark extravaganzas, boat shows, motion picture and cultural premieres, and live theatre productions are in the planning stages.

The unique layout of the hotels and the planned transportation systems of waterways and the monorail will allow resident guests to dine in elegance in one hotel, enjoy an evening show in another, and a late snack or show in a third. The entertainment choices will be limitless in this vacation-destination world.

"With the technical know-how of American industry and the creative imagination of the Disney organization, I'm confident we can build a living showcase that more people will talk about and come to look at than any other area of the world."

WALT DISNEY



THE COMPLETE FAMILY "VACATION KINGDOM" OF WALT DISNEY WORLD



THE THEME RESORTS

A journey 'round the World

The charm of old Europe and the romance of South Sea Islands is just a monorail ride away inside the Vacation Kingdom of Walt Disney World. This time, stay in the world of tomorrow at the Contemporary-style hotel. On your next visit, step back in time into the splendor of an Asian palace. Imagine the fun of a family holiday—

Polynesian

The place to stay for sports enthusiasts — the Polynesian-theme hotel. There's a special pool for scuba-diving . . . golf nearby at the Walt Disney World courses . . . and boating almost at your doorstep. One-third of the rooms are planned for the graceful high-rise structure — and all 700 rooms will face the water.



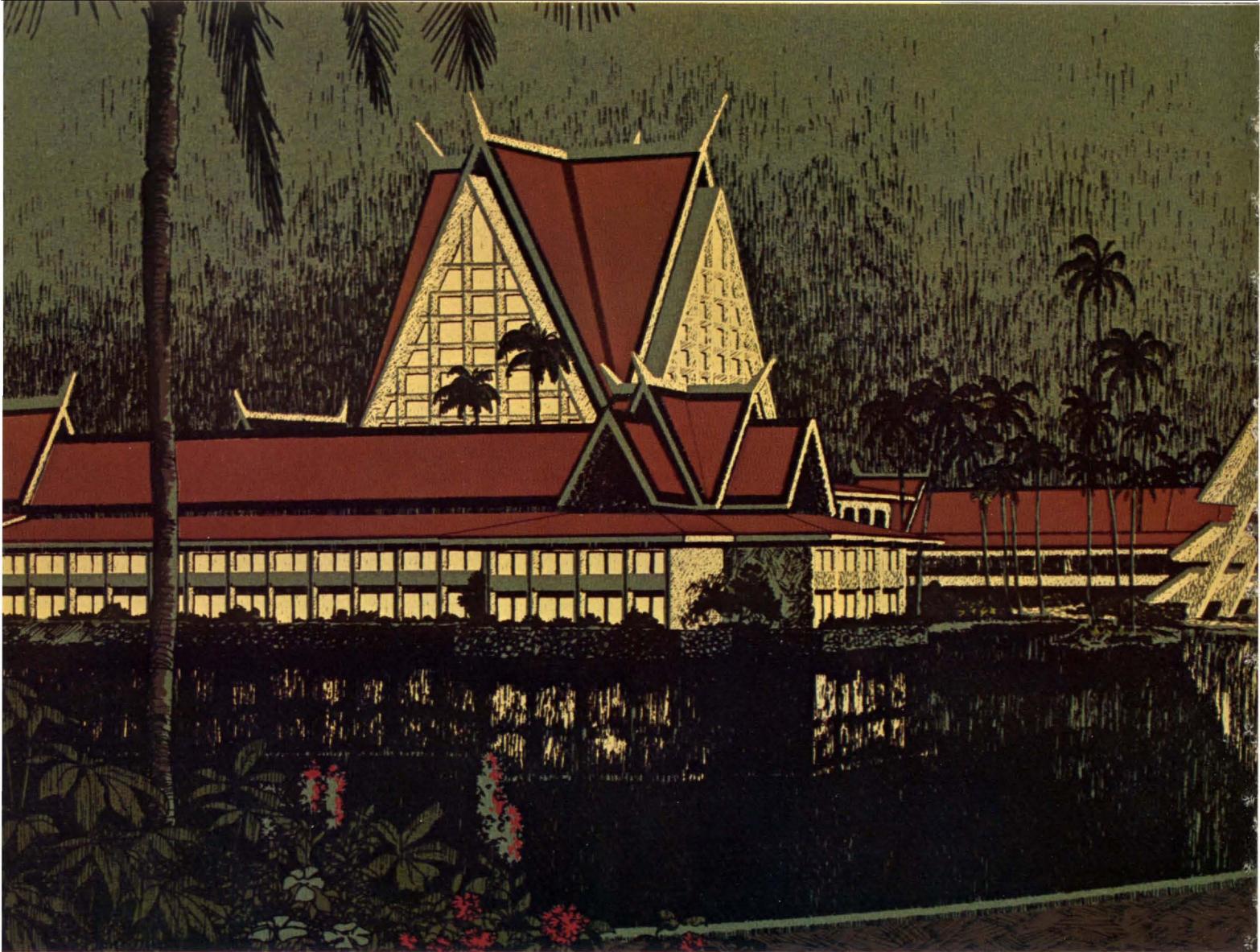
Contemporary

"Flagship" of the theme resorts in Walt Disney World is the 750-room Contemporary-style hotel. Walt Disney World-Alweg Monorail trains will travel directly through its 80-foot high open mall "lobby," ringed by shops, cafes and restaurants. Major conventions will headquartered here and use its grand ballroom, exhibit rooms and meeting rooms.



or a family-oriented convention — with all the attractions of the new "Magic Kingdom" *plus* boating, water skiing, swimming, golf, tennis, moonlight cruises on the lake, theatre shows and hotel night club entertainment. It's all coming to the world's new vacation capital, Walt Disney World, beginning October, 1971.





Persian

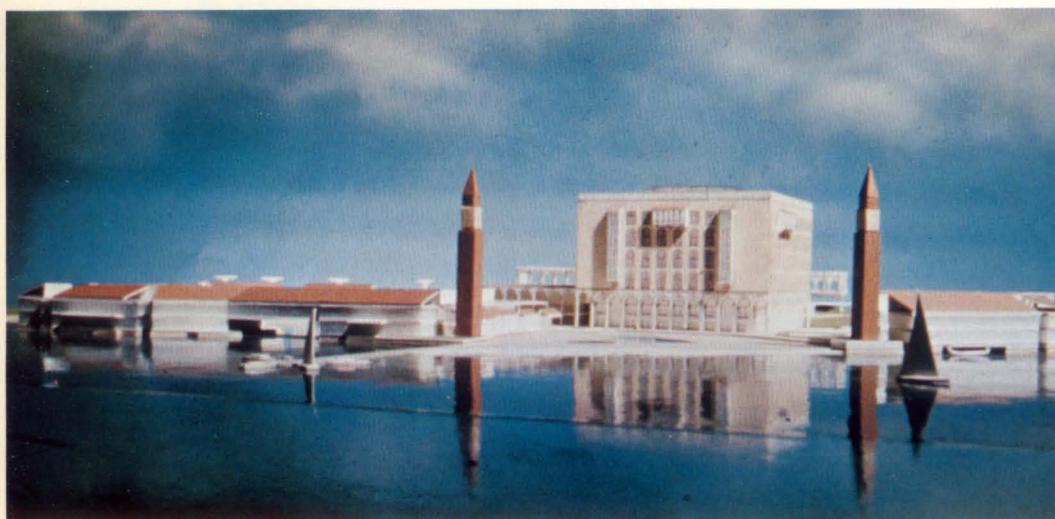
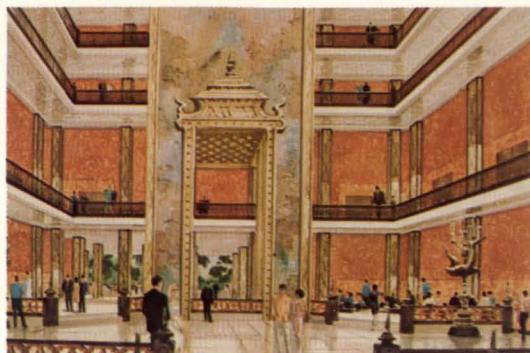
Located on the lake, the Persian-style hotel will create the effect of visiting an exotic far eastern palace. Crowning the central lobby will be a colossal dome, from which balconies will radiate to the 500 rooms. Accommodations will look out over the lake or onto beautifully landscaped courtyards.





Asian

The Asian-style hotel is primarily Thai in its decor and food specialties. Two-thirds of its 600 rooms are planned "on the water" or in garden settings — the remainder will be in a 160-foot high tower building, overlooking the lagoon and a central recreation area. All convention facilities will be underneath and separated from the main public areas.



Venetian

In the style of St. Mark's Square, the 500-room Venetian theme resort will be strongly oriented to water activities. It will feature an enclosed small boat harbor, entered from the lagoon area, and an intricate system of waterways designed to create the atmosphere of Venice. The glass-topped lobby will produce a sunny atrium effect indoors.



Cinderella's Castle — entrance to Fantasyland



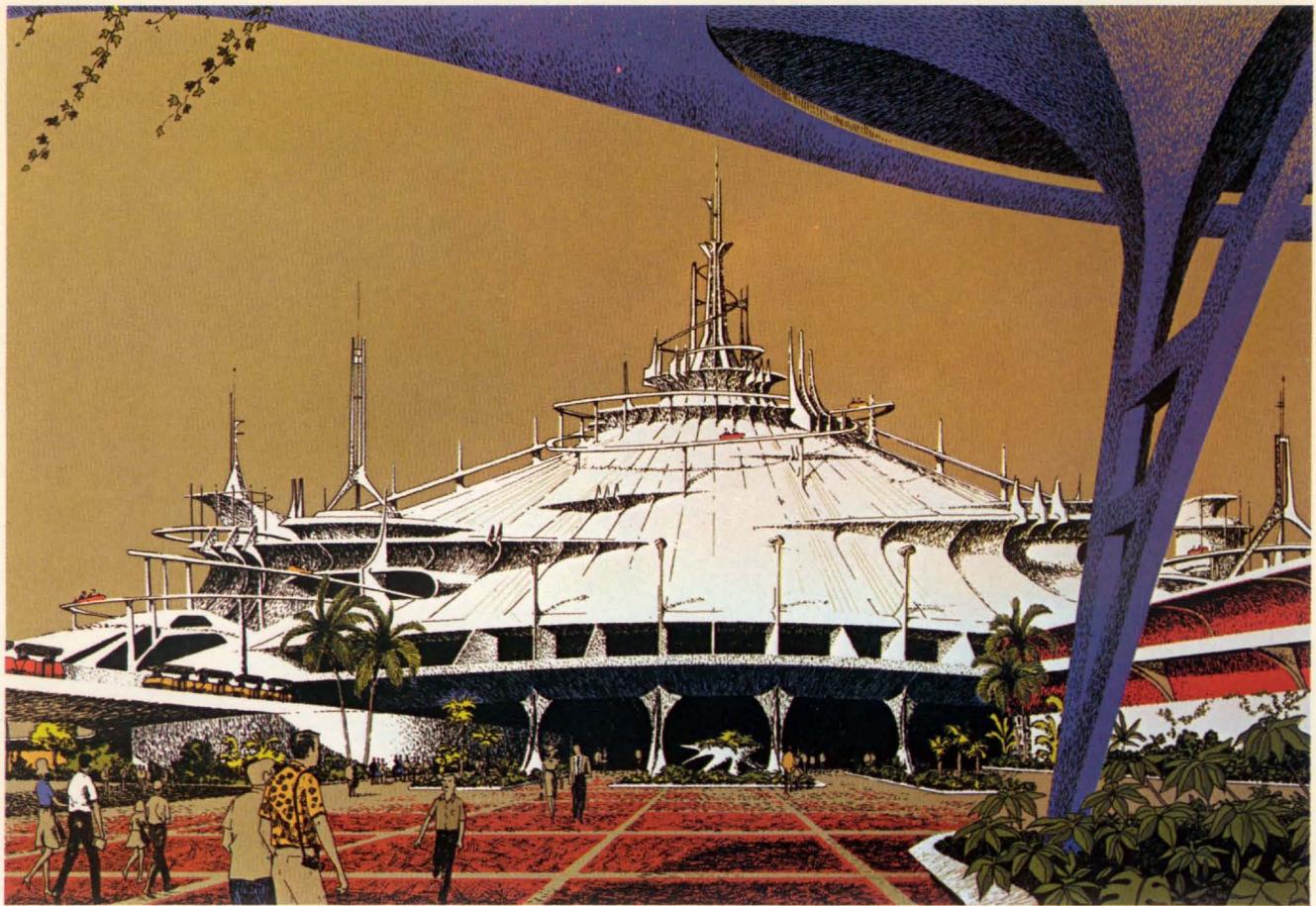
*Western River Expedition —
Frontierland*

"THE MAGIC KINGDOM"

About the same size as California's Disneyland, the new "Magic Kingdom" will include seven lands whose themes are yesterday, tomorrow, adventure, history and storybook classics. Some attractions will be familiar to the 79 million people who have visited California's Disneyland. But many more — like the attractions pictured on these pages — will be new and unique to this new theme park in Walt Disney World.



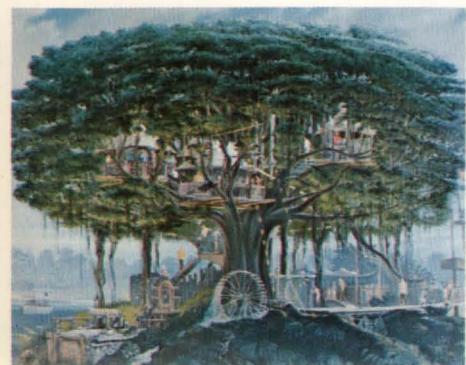
Thunder Mesa — Frontierland



Space Mountain — Tomorrowland



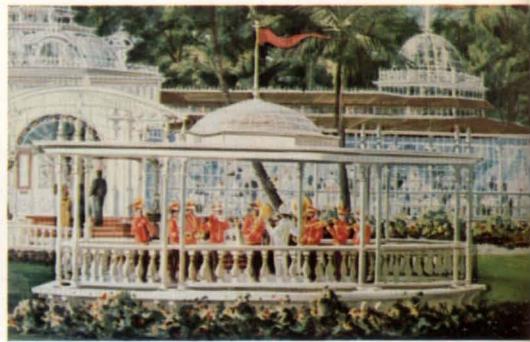
The Country Bear Band — Frontierland



Swiss Family Isle — Adventureland



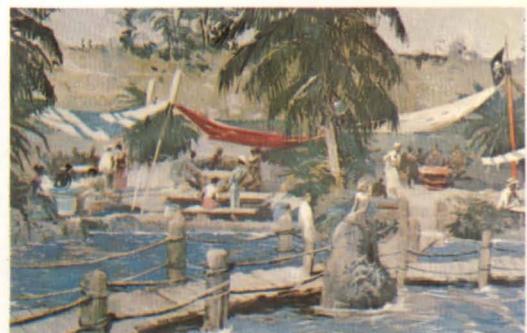
The Hall of Presidents — Liberty Square



Opening
October
1971

Walt Disney World

"The Vacation Kingdom of the World"





BEHIND THE SCENES: Scope of WED's work is illustrated in these photos. At right, designers "program" the singing Alice in Wonderland for the "Mickey Mouse Revue." Below, craftsmen at MAPO fabricate new monorail trains. Above, model of the entire Vacation Kingdom is examined by (l. to r.) Richard Irvine and John Hench, who head planning and design at WED, and E. Cardon Walker, Executive Vice-president of Walt Disney Productions.



"IMAGINEERING": WED staff planning Walt Disney World

For nearly 20 years, a unique team of showmen—designers, architects and engineers—has been master planning and creating the attractions for special Disney entertainment projects.

The first assignment Walt handed the staff at WED Enterprises, Inc. was to translate his ideas into visualizations and then working drawings for Disneyland. Since that time, projects developed by Walt Disney and the WED organization have entertained more than 125,000,000 people at Disneyland and the four Disney shows at the 1964-65 New York World's Fair.

For the past three years, WED (the initials are for Walter E. Disney) has concentrated its creative energies on turning Walt Disney's dream for this huge Florida project into reality. Today the staff of WED Enterprises and its subsidiary, MAPO, Inc., numbers more than 400 skilled designers, technicians and craftsmen.

WED's work on the Florida project is only beginning with the announce-



"ONE NATION UNDER GOD": WED artisans are creating life-size figures of all 37 American presidents for the dramatic Liberty Square show about our Constitution. At right, sculptor shapes likeness of President Nixon. Space-age electronics will operate the dramatic show.

ment of plans for the resort vacation-land. Everything that will go into this "Vacation Kingdom"—from the decor of each hotel room to the smallest movements of the lifelike characters in the "Mickey Mouse Musical Revue"—will bear the stamp of WED's design touch. And looking toward the future, WED continues to consult with industry and evolve the ideas that eventually will become a part of EPCOT—the Experimental Prototype Community of Tomorrow in Walt Disney World. Thus, the whole master plan for the Florida project is going forward under the creative design umbrella of WED Enterprises.

Younger in years, but staffed with the same kind of creative talent in its own realm, is WED's subsidiary for prototype research and design, MAPO, Inc. Its responsibility is to execute WED designs for Audio-Animatronics techniques, transportation systems and other mechanical show elements.

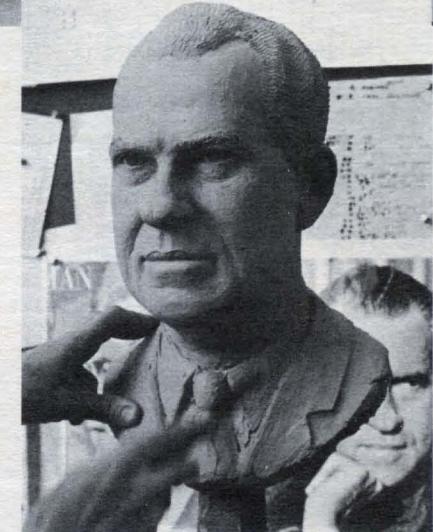
MAPO's staff of engineers and technicians is now fabricating, assembling and testing entertainment and transportation components, systems and de-

vices for use in Walt Disney World.

Perhaps one of WED's most significant contributions to entertainment has been the development of the "Audio-Animatronics" system of three-dimensional animation. Today there are seven major shows at California's Disneyland in which the star performers are "brought to life" through the Audio-Animatronics process—including the "Pirates of the Caribbean" and "Great Moments with Mr. Lincoln."

In the "Magic Kingdom" theme park at Walt Disney World, many of the major attractions will feature Audio-Animatronics—the "Country Bear Band," the "Mickey Mouse Musical Revue," and the 37 presidents in Liberty Square's "One Nation Under God," for example.

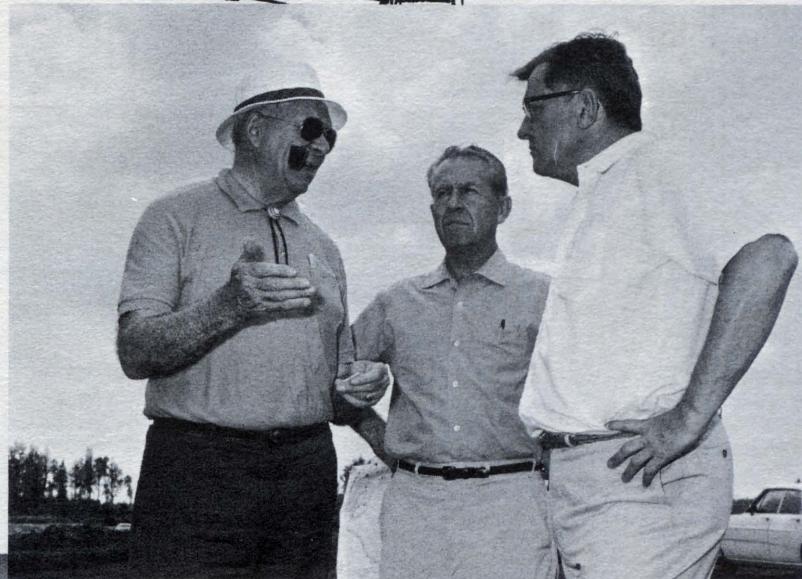
The WED and MAPO staffs have developed many unique transportation systems in the past, and are now well along in the research and development of new ones for Walt Disney World. In the Florida project, WED-designed passenger carrying systems will include trains, a fleet of water craft, unique land vehicles and conveyances for use



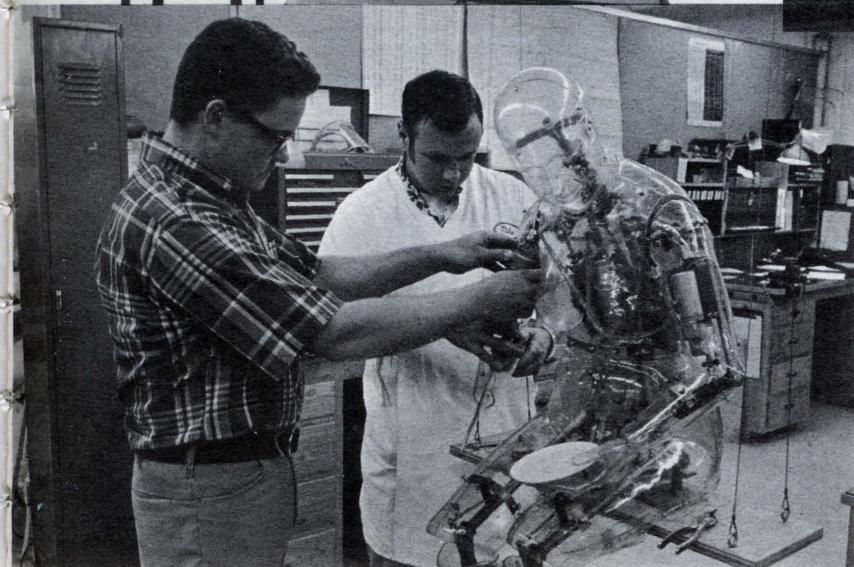
in "Magic Kingdom" adventures.

The WED staff is also coordinating and directing the special projects undertaken by all consultant firms in the design and planning of Walt Disney World. The design of the theme resorts and the planning of the total utility requirements are only two examples.

Joseph Fowler is Chairman of the Board of WED Enterprises, and Orbin Melton is the President and Chief Administration Officer. The "Imagineering" side of the company—the creative planning and design—is headed by Richard Irvine, Executive Vice-president and Chief Operating Officer. John Hench is Vice-president in charge of Production.



LAND CLEARING: Work on the site is discussed by (l. to r.) Joseph W. Fowler, who heads preparation and construction; General William E. Potter, who directs the Reedy Creek Improvement District; and Donn Tatum, President of Walt Disney Productions.



"Moving" is the word for on-site progress

When Walt Disney and a jeep-load of his "Imagineers" first inspected the site of the Florida property in 1964, they found 43 square miles of wilderness and wildlife, cypress and pine, orchids and oranges.

Today nearly 10 percent of the land area of the Walt Disney World site — 2,500 acres — has undergone extensive preparation by men and machines making way for construction.

During the last 24 months, work has concentrated on the extension of Bay Lake's natural 450 acres. A man-made lagoon almost half the size of Bay Lake has been carved. The new natural and man-made waterway will be nearly three-miles long. It will be the focal point of Phase One, around which will be built the resort, recreation and entertainment elements of Walt Disney World.

Besides lagoon excavation, temporary roads have been built and sites for





CHANGING LOOK: A prime face-lifting feature at Walt Disney World is the broad, sandy beach created along the shores of Bay Lake. Trees now growing in the Horticultural Research Center (left) will be transplanted throughout the Vacation Kingdom.



the theme park and hotels have been shaped.

A one-story Administration building constructed on the site provides office space for personnel of Walt Disney World Co., the Reedy Creek Improvement District, and contractors working on the project. Work will begin soon on the rest of the "staging area"—warehouses, fabricating plants, delivery docks and workshops.

Perhaps progress can be best equated by the amount of earth moved within the Phase One area. More than 4.2 million cubic yards of earth have already been excavated, mainly from the 14 foot deep lagoon. During one 16-hour work day nearly 60,000 cubic yards were moved—about 2,000 truck loads.

Around the perimeter of Bay Lake, sandy beaches have been created—80 to 100 feet in width—providing recreational and relaxation opportunities for future guests in Walt Disney World.

A 30 acre Horticultural Research Center was established early in the site work for extensive experimentation with plants, trees and shrubs from all over the world. The horticultural staff—the same experts who landscaped Disneyland 14 years ago—are testing many

varieties uncommon to central Florida to determine what will grow under the special climate and soil conditions.

The 8,000 tree inventory includes varieties from Australia, New Zealand, the Pacific Islands, India, South America, Africa and throughout the United States, including the coast Sequoia, the giant redwood tree which grows naturally only in California.

The tree farm is an example of the detail and thoroughness of the Disney planners in developing Walt Disney World.

With 300 pieces of heavy equipment working two shifts daily—and personnel expected to jump from 400 to more than 1,000 later this year—it's easy to agree with a description recently carried in the AFL-CIO National Newsletter: "Walt Disney World is the largest private project ever put together in the United States."

Joseph W. Fowler heads the on-site preparation and construction of Walt Disney World. A retired Rear Admiral, Fowler has played a key role in Disney projects since joining the company as administrator of construction for Disneyland in 1954. In 1961, he was named Vice-president—Disneyland Opera-

TOPIARY ANIMAL: At the Tree Research Center, trees are being fashioned in topiary form into the shapes of animals like this mountain goat.



tions, a position he maintained until his new assignment earlier this year as Senior Vice-president—Engineering and Construction for the Disney organization.



LAND IMPROVEMENT: Reedy Creek Improvement District developing basic public services

A vast and imaginative land improvement program—including water control and utility planning—has been under development for the past two years at Walt Disney World by the Reedy Creek Improvement District.

The District is a public body of the State of Florida, created by the legislature and governed by a Board of Supervisors, to plan and provide basic public services necessary for the tourist and residential population expected at Walt Disney World.

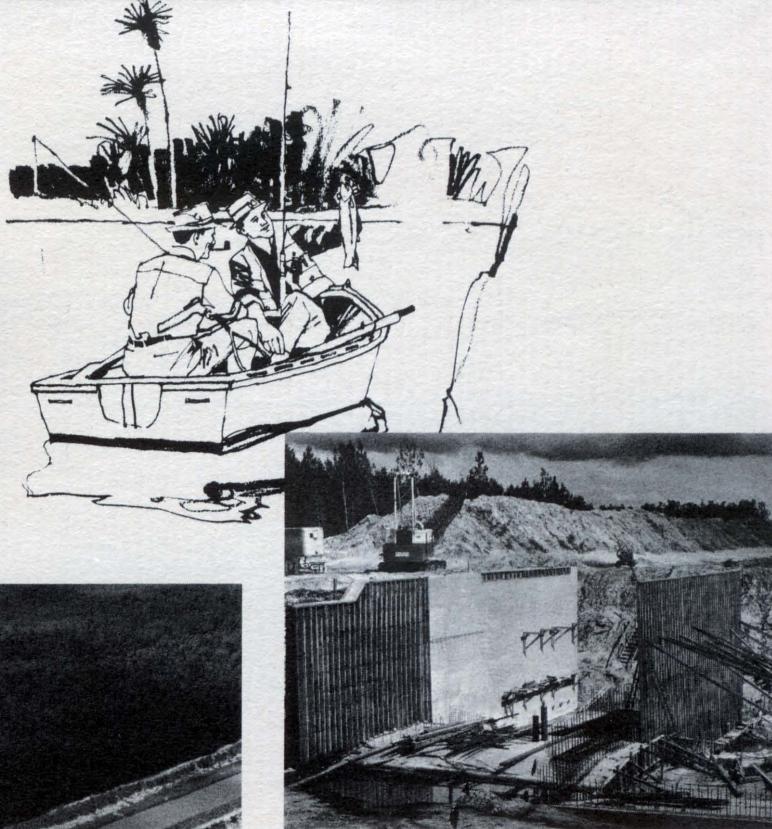
The water control plan, approved in full by Florida courts, will ultimately include 55 miles of winding canals and 22 automatic float gates. To date nearly

38 miles of these channels are completed, designed to maintain the level and flow of water even under extreme rainfall conditions.

Besides water control, the multi-purpose district is moving rapidly on other vital utility projects such as the design and construction of a Central Energy Plant, water supply and purification facilities, fire security and a waste disposal plant.

The District Fire Department already numbers 10 men and provides 24-hour on-site protection.

Two power plants, each with a 5,500 kilowatt capacity, have been purchased for the Central Energy Plant where



WATER CONTROL: Two canals that will help control water run-off at Walt Disney World intersect (left). The automatic float gate under construction in photo above is typical of the 22 ultimately planned.

waste heat from the engines will provide heating, hot and chilled water and air conditioning.

The District recently signed a cooperative agreement with the United States Geological Survey to study and evaluate how rapid urban development affects the quantity and quality of water resources in a previously undeveloped area.

The Improvement District is also developing zoning regulations and building codes for Walt Disney World.

These codes and regulations will provide the flexibility to encourage the evolution and use of new innovations and technologies in planning and construction. Ultimately, the codes and regulations under which the Reedy Creek Improvement District was chartered will make it possible for EPCOT—Walt Disney's long term dream for an Experimental Prototype Community of Tomorrow—to become a reality.

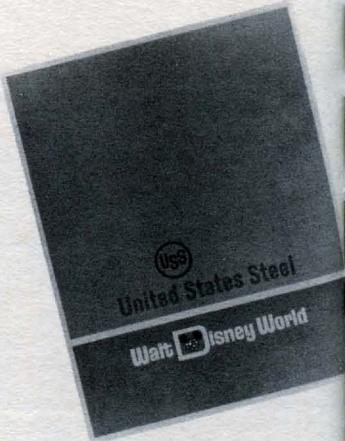
The Reedy Creek Improvement District is directed by a Board of Supervisors whose President is General William E. Potter. General Potter, a West Point graduate, was formerly Governor of the Panama Canal Zone and Executive Vice-president of the New York World's Fair. He is based in Orlando where he directs the District's on-site activities.

RCA AND U.S. STEEL

"EPCOT Philosophy" seen in major prototype systems conceived for Walt Disney World

"A project like this is so vast in scope that no one company alone can make it a reality. But if we can bring together the technical know-how of American Industry and the creative imagination of the Disney organization, I'm confident we can create right here a showcase to the world of the American free enterprise system."

WALT DISNEY



In the two years since Walt Disney World was first detailed to American industry, many companies have expressed strong interest in meeting the challenge of Walt Disney's goals for this Florida project. Now two of these companies — United States Steel and RCA — have joined with the Walt Disney organization to create and establish the first major prototype systems in Walt Disney World.

These systems, one in construction and one in communications, represent an important step forward in the affirmation by American industry of Walt Disney's "EPCOT Philosophy." EPCOT, he said, "will be an Experimental Prototype Community of Tomorrow that will take its cue from the new ideas and new technologies that are now emerging from the creative centers of American industry. It will always be introducing and testing and demonstrating new materials and systems."

EPCOT is part of the future development of Walt Disney World. But the philosophy that will govern its creation is already being implemented through the participation of United States Steel and RCA in Phase One — the family Vacation Kingdom of Walt Disney World.

United States Steel

United States Steel's new USS Realty Development Division will construct the first two "theme resort hotels" built in Walt Disney World — a Contemporary themed hotel and a Polynesian-style hotel.

Both hotels have been master-planned by WED Enterprises, designed by Welton Becket & Associates, architects, and will be leased by U.S. Steel to Walt Disney Hotel Co., which will operate them.

Significantly — and with long-range implications for city housing as well as hotels — the 1400 rooms in the two theme hotels will be built by means of unitized or modular construction.

United States Steel pointed out that the use of steel in lightweight unitized construction could have "wide ramifications in meeting the needs of the growing population."

This type of construction in Walt Disney World will be a demonstration of the kind of technical innovation Walt Disney sought to encourage on the part of American industry. U.S.

Steel said it is "pleased to be a part of this bold approach to recreational living featuring the first major use of steel framed unitized construction in the world."

In unitized construction, each hotel room is assembled at ground level in an on-site facility designed for this purpose. Furnishings and basic utilities including bathrooms and air conditioning equipment are then installed, and the door locked. The room is then hoisted into place, and the utilities "plugged in."

The basic difference between unitized hotel rooms of steel framing and other modular methods is the weight factor. Each hotel room in the Contemporary and Polynesian-style resorts will weigh approximately six tons — far less than the 30 ton modular hotel rooms that have been built using other construction materials.

Disney planners point out that the rooms will be so complete at installation that "the first person entering the room after it leaves the ground could be the maid."

Architectural facades, and interior designs, will carry out the basic theme of the hotel — South Sea Island in the Polynesian, and a "tomorrow" motif at the Contemporary.

The agreement between United States Steel and Walt Disney World is the result of many months of research and consideration of alternate con-



INDUSTRY'S ROLE: Discussing plans with Donn Tatum for modular construction of two Walt Disney World hotels are Austin J. Paddock (left), Administrative Vice-president of the Fabricating and Cement Divisions, U.S. Steel; and Joseph E. Dembeck (right), President of USS Realty Development Division.



struction approaches. It began when WED Enterprises, the Disney design subsidiary, asked the Welton Becket organization to investigate the possibility of using "unitized construction methods" in assembling hotel rooms in Walt Disney World.

The Becket architects and engineers studied concrete, plastic and steel framing methods of modular construction. U.S. Steel, which has had a continuing research study of unitized construction for many years, submitted a proposal and has collaborated with WED Enterprises and the Becket staff to prepare architectural drawings and specifications.

RCA Systems Development

"The first 21st century information-communication system" will be established in Walt Disney World as a direct result of the scope of the project and its need for an advanced electronic system to serve both guests and Walt Disney World operating and administrative personnel.

The solution, proposed by the RCA Systems Development group, is called WEDCOMM. According to RCA, it is "a system of systems, a network of networks, linking proven product line components through advanced systems engineering techniques." The "total integrated communication system" encompasses computer systems, telephone systems, automatic monitoring and

control systems, mobile communications, television and wideband systems.

(Editor's Note: A project team has already been assigned by Florida Telephone President Max Wettstein to assist in the design and implementation of the telephone system for Walt Disney World.)

The heart of WEDCOMM will be the RCA System Communication Center, which will be open to the public as a highlight of the Tomorrowland area of the new theme park. The System Communication Center will be the operational control area for the information-communication system. Here the staff will monitor, receive and transmit information to guests and Walt Disney World operating personnel.

The advanced electronic system will be designed to provide additional visitor services and to maximize the guest's enjoyment of his visit. It will permit Walt Disney World guests to simply and easily make reservations for hotel rooms, entertainment and recreation before and during their stay. Additionally, a special Walt Disney World credit card may be provided to hotel guests for use throughout their stay. And through special channels located in hotel rooms and throughout the Vacation Kingdom, news and previews of Walt Disney World daily activities and special events will be broadcast.

RCA Systems Development has worked closely with Disney personnel

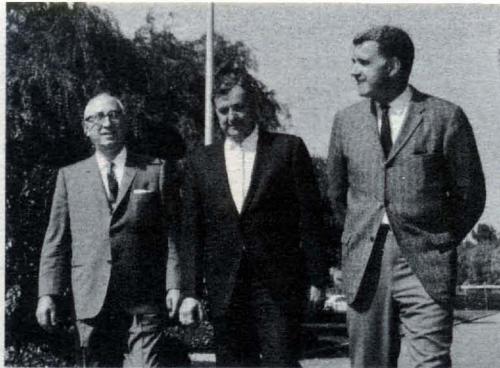
at California's Disneyland and WED Enterprises to assure that the WEDCOMM system is compatible with systems being developed internally to meet the corporate needs of Walt Disney Productions, including the operating and administrative requirements of Walt Disney World.

The key to the total integrated system is, of course, the computer, which will link all the individual systems to provide day-to-day administrative and operational information. And looking to the future, RCA has designed WEDCOMM so that it can service the needs of EPCOT and its residents.

Robert W. Sarnoff, President and Chief Executive Officer of RCA, was looking to the future when he said: "Today the systems approach is being turned to a new task — to meet increasingly urgent social and economic challenges, including problems of health, urban planning, natural resources and education. RCA Systems Development was established to explore these needs and focus the diverse capabilities of RCA in fulfilling them."

"One of the first assignments of this new organization," Sarnoff said, "was to help develop the integrated Information-Communication System for Walt Disney World. We of RCA are proud to be associated with Walt Disney Productions in a project that holds so much promise for the future of human society."

EXECUTIVE COMMITTEE:
Establishing the solid foundation for Walt Disney World has been the responsibility of Walt Disney Productions' three-man Executive Committee. They are (l. to r.) Roy O. Disney, Chairman of the Board; Donn B. Tatum, President; and E. Cardon Walker, Executive Vice-president.



SOLID FOUNDATION:

Announcement of resort concept follows more than three years of preparation

The announcement by Walt Disney Productions of its plans for Phase One of Walt Disney World near Orlando, Florida, represents the culmination of more than three years of planning and preparation since Walt Disney personally announced the project to a Florida press conference on Nov. 15, 1965.

Before a single element of this new recreation kingdom could begin construction, major goals first had to be attained in the areas of economic planning and financing, enabling legislation, labor relations, site preparation and water control, master planning, architecture and engineering.

In order to provide a solid legal foundation which could lead to the construction of Walt Disney's greatest dream, the Experimental Prototype Community of Tomorrow, the corporation sought and obtained approval of enabling legislation.

This legislation created two municipalities, as well as the Reedy Creek Improvement District, to administer certain aspects of the development. The Improvement District is authorized to perform the work of drainage, flood and pest control; to build and maintain roadways, utility and sewer systems; to provide and administer public transportation systems, fire protection, airport and parking facilities; and to regulate and administer land use and planning within the District's limits.

For the past 20 months, the Improvement District has been designing and implementing a court approved water control program, which will eventually make developable 18,000 acres within its limits.

During this same period, recommendations have been submitted to, and approved by, the Road Board of the State of Florida for various highway improvements in the area of the proj-

ect site, including the construction of highway interchanges and the widening of local public roads. These new facilities will provide direct and convenient automobile access to Walt Disney World for the more than eight million visitors anticipated during the first full year of operation. The Road Board has advised that State funds to finance these improvements have been allocated and that necessary matching Federal Funds are expected to be released in the near future for the highway interchanges, and in installments through early 1971 for the balance of the highway improvements. The Florida Development Commission has also allocated the net proceeds of a recent \$33,000,000 Florida road bond issue to complete a highway linking Cape Kennedy to the Sunshine State Parkway at a point near Walt Disney World.

On February 11, 1969, it was announced in Miami that labor contracts had been signed between Allen Contracting Co., general contractor for Walt Disney World Co., and the presidents of the 17 individual international unions which will be involved in constructing the first phase of Walt Disney World.

A three-year Project Agreement, the contract assures continuity of construction by making strikes and other work stoppages unnecessary. It sets up a binding arbitration system whereby grievances and misunderstandings can be handled quickly. Thus, the uninterrupted construction of Walt Disney World, which has been called the largest single construction program by private enterprise in America today, is assured.

Meanwhile, under the guidance of Roy O. Disney and the finance committee of Walt Disney Productions, an orderly program of financing has been

planned and achieved. It is estimated that the recreational facilities for this destination-vacation resort will require direct capital expenditures of approximately \$165 million, exclusive of the cost of hotel and motel construction, before the project opens to the general public in October, 1971.

The company presently has available to meet these obligations, the proceeds from the sale of two bond issues — \$40 million 4½% convertible subordinated debentures dated January 15, 1968, and \$50 million 5% convertible subordinated debentures dated March 1, 1969. In addition, the company on May 1, 1968, entered into a five-year credit agreement with the Bank of America and nine participating Florida banks for a line of credit of up to \$50 million. These funds, plus the regular cash flow accruing to the corporation from its operations during the next three years, will be used to meet the expenditures now anticipated.

The preparations for Walt Disney World have been comprehensive and deliberate, always with the goal in mind of providing for visitors the most extensive and exciting vacation attraction ever planned by a single corporation. A solid foundation has been achieved, and construction is ready to move forward.

New roads assure direct auto access

Current estimates indicate that some eight million vacationers will visit Walt Disney World during its first full year of operation. Traditionally, 80 per cent of all tourists entering the state of Florida travel by automobile.

In order to provide direct automobile access to the project, Walt Disney World officials have been working closely with Jay W. Brown, Commissioner of the Florida State Road Department, and the State Road Board. The Road Board has approved recommendations for various highway improvements, including the construction of highway interchanges and the widening of local public roads necessary to provide direct access to the Disney property from I-4 (Interstate Highway 4), which bisects the Walt Disney World site.

Contracts have already been let for the construction of two interchanges

along State Road 530, and for improving that road to six-lane freeway standards between Interstate Highway 4 and the main entrance to Walt Disney World. Completion is scheduled in August, 1970.

Eventually, all of State Road 530 from the exit of the Sunshine State Parkway near St. Cloud, west to U. S. Highway 27 will be improved to four-lane standards.

In addition, the Florida Development Commission has allocated the net proceeds from a recent \$33 million Florida road bond issue to complete the Beeline highway linking Cape Kennedy and the Sunshine State Parkway. Thus, guests of Walt Disney World will have direct, high speed access for trips to the Cape Kennedy visitor center.

Walt Disney World Co. is now in preliminary design for the private roads to be built by the company throughout the property. The roads will link the main entrance at SR 530 with the resort vacation center. The main north-south road, projected as a four-lane divided highway, will begin construction this summer. The first two lanes will be completed by the end of 1970 and the entire program, along with an extensive roadway beautification project, will be completed before the opening of the amusement theme park.

This coordinated road improvement program is exemplary of the cooperation which has been given to the Disney organization by the state of Florida.

Air transportation is the second most popular method of travel for visitors to Florida. Initial projections indicate that, during the 1970s, the use of private and executive aircraft, commercial charters and STOL aircraft will increase substantially. This fact, plus the fact that Walt Disney World will become a vacation hub of Florida from which tourists will desire to make side trips to other Florida attractions, points up the need for direct air access to the Walt Disney World site. Therefore, the Disney organization is now working with several major national organizations to survey the feasibility of constructing an executive airport at the Walt Disney World site during Phase One.

The proper development of ground and air access will play an important role in making Walt Disney World a vacation destination of worldwide importance.



*A message from
Governor
Claude Kirk*

STATE OF FLORIDA

OFFICE OF GOVERNOR CLAUDE R. KIRK, JR.

April 30, 1969

Mr. Roy O. Disney
Chairman of the Board
Walt Disney Productions
500 South Buena Vista
Burbank, California

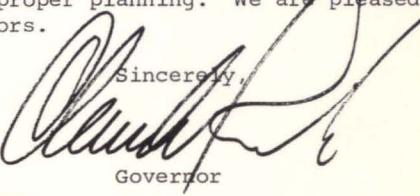
Dear Roy:

Let me again extend the enthusiastic greetings and encouragement from the State of Florida -- its Agencies and its citizens -- to the Disney organization as you move into the construction phase of the Walt Disney World.

All of Florida has looked forward to the day when the wonders of Walt Disney World could be unveiled. That day has arrived -- and we are as excited now as we were on that historic occasion in 1965 when Walt originally announced the Florida project.

As you unfold Phase I -- the vacation resort complex which will become a major Florida destination point -- let me repeat our pledge of cooperation and assistance.

The development of the Walt Disney World to date has been characterized by creativeness and thoroughness and a concern for proper planning. We are pleased to have you as neighbors.


Sincerely,
Governor

CRK/gsb



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